

**Snohomish County**  
**Quit Line Data Summary**  
January 1 - March 31, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 281</b>	<b>N = 4,042</b>
<b>Percent of Statewide Calls</b>	8.2%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	10.3%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 269</b>	<b>N = 3,581</b>
Female	59.9%	62.2%
Male	40.1%	37.8%
<b>Race/Ethnicity</b>	<b>N = 253</b>	<b>N = 3,087</b>
People of Color	12.3%	12.9%
White	87.7%	87.1%
<b>Age</b>	<b>N = 266</b>	<b>N = 3,298</b>
Less than 18 years old	1.9%	1.8%
18 - 24 years old	11.7%	14.6%
25 - 34 years old	22.6%	23.1%
35 - 44 years old	28.9%	27.0%
45 years and older	35.0%	33.5%
<b>Education</b>	<b>N = 258</b>	<b>N = 3,197</b>
Did not graduate high school	18.2%	19.2%
High school graduate	32.9%	32.7%
Some college/vocational school	33.7%	36.6%
College graduate	15.1%	11.4%
<b>Caller Type</b>	<b>N = 279</b>	<b>N = 3,656</b>
General Information	3.9%	9.4%
Health care provider	2.2%	3.2%
Tobacco user	93.9%	87.4%
<b>Payer Type</b>	<b>N = 212</b>	<b>N = 2,529</b>
Insured	34.9%	36.7%
Uninsured	25.0%	29.6%
Medicaid	40.1%	33.7%
<b>Heard About</b>	<b>N = 249</b>	<b>N = 3,148</b>
Past caller	7.6%	9.1%
Employer/worksites	0.8%	0.7%
Health care provider	31.3%	24.8%
Television	17.3%	18.3%
Outdoor advertisement (billboard/bus/wall)	8.0%	4.9%
Targeted mailing	0.4%	0.2%
Great Start	0.0%	0.1%
Radio	2.8%	1.9%
Newspaper/Magazine	2.4%	2.5%
Brochure/Newsletter	5.6%	8.2%
Family or friend	17.7%	24.2%
Health Department	5.6%	4.5%
School	0.4%	0.7%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.